1999 Communications and Customer Service Conference

November 2 - 4

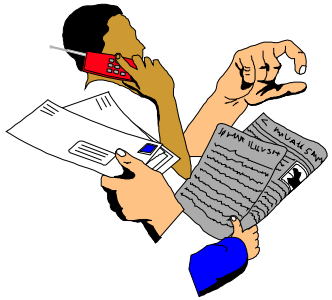
TRACK 1

Communications

W103 – One Minute Manager's Guide to a TRICARE Press Kit/VIP Kit

Mr. Michael Elliott

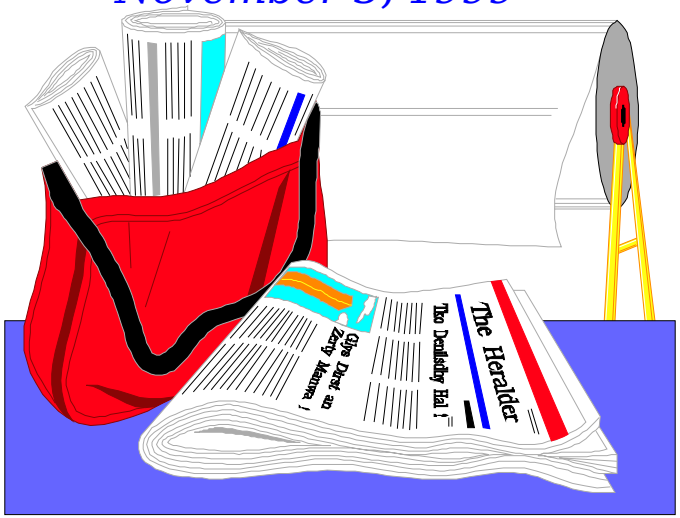
Communications and Customer Service Staff, TMA



Track Session V

One-Minute Manager's Guide To a TRICARE Press Kit

Michael J. Elliott
C&CS, Public Affairs
November 3, 1999

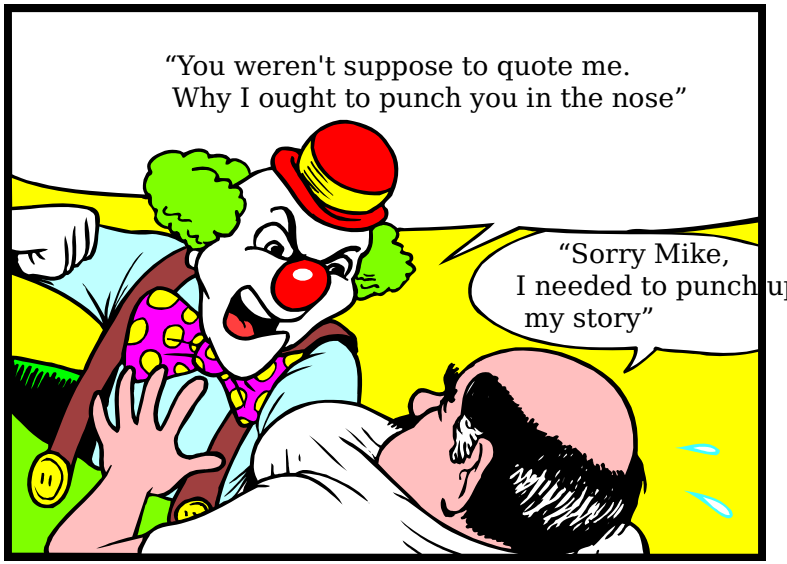


Public Affairs Office

Speak and act on behalf of the organizatio

Media Relations

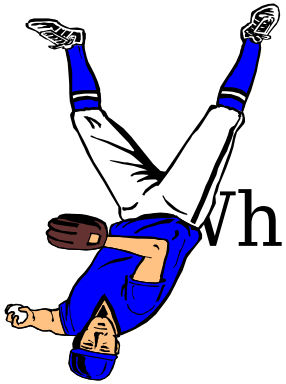
It’s important to have a well developed me



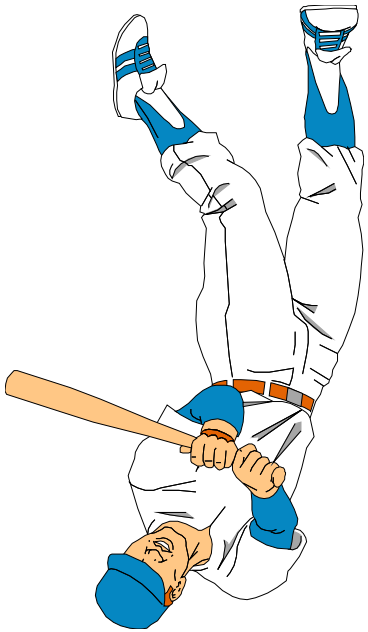
Playing Ball with the Media

Pitch different story angles

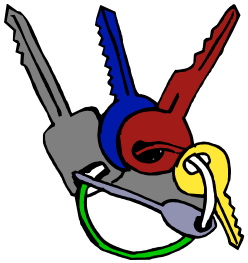
Preparing to Pitch



Who in the media should you contact?

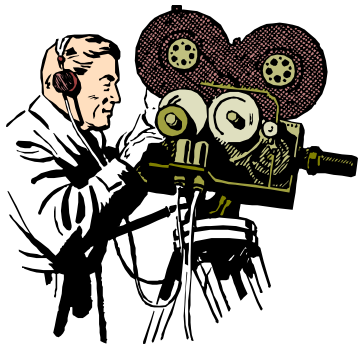


Key Audiences



Receive same information at same time

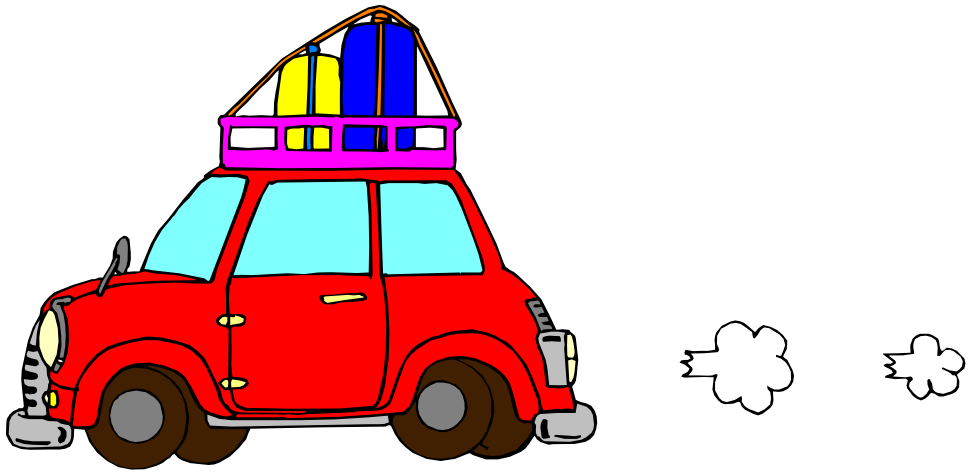
Press Kits
& Press Releases



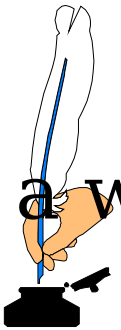
Essential tools for media coverage

A Well Packed Press Kit

Travels well and can go the distance



Writing a Press Release



Nothing builds credibility more than a well written press release.

The Four Horseman

Making the Contact

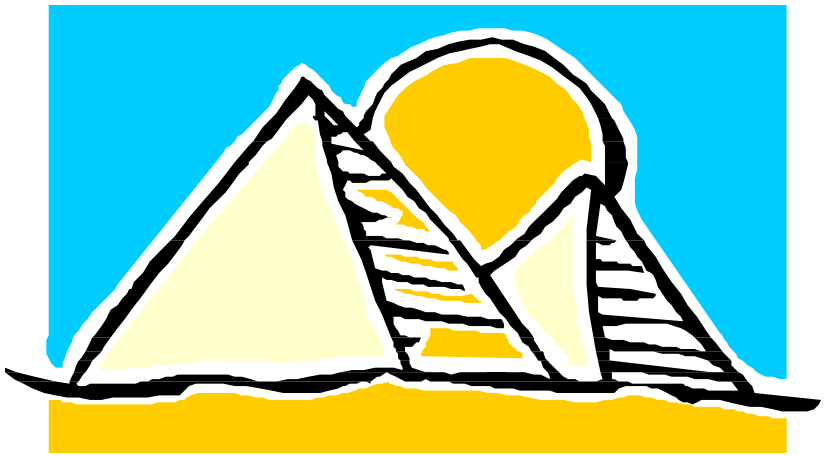
The Lead Blockers

Who, What, Where, When, & Why

TRICARE Triple Option

The Inverted Pyramid

Your audience may not have time to read



The Format Jester's Guidelines for Press Release Writing

Keep it Simple

1999 Communications and Customer Service Conference

November 2 - 4